Massage & Health Insurance Facts Inside

Hands On®

The Newsletter of the American Massage Therapy Association

Volume XVII, Number 1 January/February 2001

High Number Of Attendees, Exhibitors Make Phoenix Convention A Success

AMTA's 2000 National Convention in Phoenix, Arizona, last September was a rousing success.

Nearly 1,000 people attended the record-breaking convention. In addition, the Exhibit Hall featured a record 118 exhibitors.

President Steve Olson is flanked by President-Elect Carolyn Talley (left) and Immediate Past President Maureen Moon.

"By all accounts, this was the finest convention we ever had," says AMTA Executive Director Marlys Sperger. "Both the educational seminars and the exhibit hall were extremely well-attended, and everyone seemed to have a great time at our social events. The convention really did live up to its theme: 'Creating Synergy Through Warmth, Healing and Spirit.'"

For the keynote address, "Sound Healing and Massage Therapy in the New Millennium," speaker **Steven Halpern (CA)** had a standing-room-only crowd for his presentation.

Another highlight was a panel discussion by representatives of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations, who demonstrated self-healing techniques for upper body restriction. Presenters included **Adela T. Basayne (OR)** (AMTA); Philip Guzelf (American Organization for Bodywork Therapies of Asia™); Richard Goldsand (Feldenkrais Guild® of North America); Carol Briskin (American Polarity Therapy Association); **Michael William Murphy (CA)** (Rolf Institute); and **Marianna Hartsong (AZ)** (Trager® Institute).

Several AMTA committees conducted hearings and presentations to attendees. The Special Committee for Insurance Issues made a presentation on the pros and cons of insurance reimbursement, and gave predictions

(Continued on page 4)

Registry Information Now Fulfilled Online

AMTA's *Membership Registry* has served as a listing of members *to* members. Quickly outdated and never circulated outside AMTA membership, the *Registry* has been a limited resource for members, has not served to increase members' clientele, and has not been available to the general public. After reviewing extensive member input, the association learned that members would rather have AMTA focus its resources on helping them grow and succeed in practice. Therefore, AMTA will not publish the *Registry*.

Instead, to help members develop professionally, the association has introduced AMTA's *Find A Massage Therapist*℠ national locator service. This service has proven to be a significant source of new business for participating Professional Active members, and it enables Professional Active

(Continued on page 6)

In This Issue...

President's Letter 3
Award Winners 4
Call For National Candidates 5
AMTA Foundation News 5
NMTAW 6
Moving Forward 7
Education Events 8
MERT Update 8

Change In Chapter Fees

Several chapter membership fees are changing effective **March 1, 2001**. If your dues are affected, this change will be reflected on your 2001-2002 renewal invoice. Following is a list of new chapter fees:

Chapter	New Fee
District of Columbia	$15 (-)
Florida	$15 (+)
Idaho	$25 (+)
Louisiana	$15 (+)
Nevada	$10 (+)
New Jersey	$20 (+)
Utah	$30 (+)
Washington	$25 (+)

(-) denotes decrease; (+) denotes increase

If you have any questions, please contact your chapter or Member Services at: 847-864-0123.

CEUs Can Now Accrue

In September, 2000, the AMTA Board of Directors changed the continuing education requirement policy to allow Professional Active members' continuing education to be accrued over a four-year period.

The policy now reflects that Professional Active members will have four years to complete 48 hours of education. Specifically, the policy states: "Beginning January 1, 2001 or after the first full year of Professional Active membership, a member is required to complete 48 clock hours of continuing education every 4 years for renewal as a Professional Active member of AMTA."

This change gives you flexibility to take longer classes and count all the hours toward the requirement or to take a year off from education, if necessary, and still be in good standing with the association. Your renewal form will still ask you about continuing education information, and your record will be kept up to date each year. Compliance audits will begin in 2005.

Associate Members Urged To Upgrade Membership

AMTA Associate membership is limited to three years. Therefore, Associate members must upgrade to Professional Active status at the start of their fourth year. To upgrade, you must submit **one** of the following:

- A copy of your diploma or proof of graduation from a **500-hour,** current AMTA School member training program or COMTA-accredited program;*
- A copy of your current AMTA-accepted jurisdictional license (AL; AR (1988 or later); CT; DE; FL; IA; LA; MD; NE; NH; NM; NY; ND; OH; OR; RI; SC; TN; UT; VA; WA; WI; WV; Tuscon, AZ; Ontario, Canada);
- Proof of being certified by the National Certification Board for Therapeutic Massage and Bodywork.

* On the Web site, go to: www.comta.org/trainprog.htm for COMTA information and to: www.amtamassage.org/schools/list2.htm for Council of Schools information, or call Member Services at: 847-864-0123.

Editor
Michael Schwanz

Managing Editor
Michelle L. Wolf

Production Artist
Kerri Pienschke

Contributors
Adela T. Basayne
Retta Flagg
Scott P. Lamp
Steven C. Olson

Upcoming Deadlines

March 1, 2001
(May/June Issue)
May 1, 2001
(July/Aug. Issue)

Hands On®
The Newsletter of the American Massage Therapy Association

Volume XVII, Number 1 January/February 2001

Hands On (ISSN 1073-9343), Vol. XVII, No. 1. *Hands On* is a bimonthly periodical of the American Massage Therapy Association® (AMTA®), 820 Davis St., Suite 100, Evanston, IL 60201-4444, 847-864-0123, Fax 847-864-1178. Annual AMTA membership dues include $12 for a one-year subscription. Mail at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 820 Davis St., Suite 100, Evanston, IL 60201-4444.

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

Editor, *Hands On*, 820 Davis St., Suite 100, Evanston, IL 60201-4444
Phone: 847-864-0123, ext. 144 • Facsimile: 847-864-1178
mschwanz@inet.amtamassage.org

The American Massage Therapy Association reserves the right to edit material where appropriate; accept or reject materials; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications.

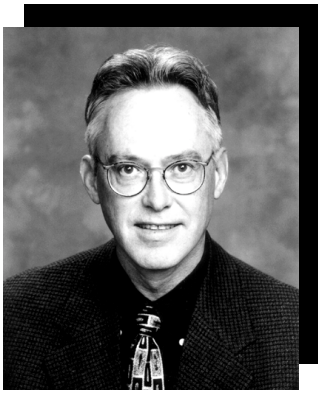
Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

© 2001 American Massage Therapy Association

Printed on recycled paper

President's Letter



An Invitation For Involvement

At the recent national leadership orientation, our consultant asserted that the true value of an association is that it offers *involvement* to the members. In thinking about this statement, clearly this is what sets us apart from other massage therapy organizations; we stand alone when it comes to the participation of members in the association's work.

From a leadership standpoint, members who have stepped forward to serve as elected and appointed officers on the unit, chapter and national levels have reaped the benefits of involvement. Their commitment to serving you and the profession provides them with the opportunity to gain valuable life-enhancing skills in leadership, and the joy of serving others and contributing to professional growth.

The value of involvement is also offered to members who are not involved in national leadership. Perhaps your involvement is serving on a committee, participating in national, chapter or unit meetings, welcoming new members, or finding ways of supporting AMTA. Whatever path your involvement takes, on behalf of AMTA, I thank you.

The historic 2000 National Presidential Election clearly proves that our involvement, via our individual vote, has tremendous influence. In this light, I urge you to participate in the AMTA mail ballot elections held every August. When you receive your ballot, fill it out and send it in. Your involvement will be expressed through your ballot.

Another avenue of involvement is expressing your voice. To express your opinion on local issues, speak to your elected and appointed chapter officers. On national concerns, speak to elected and appointed national officers. AMTA's wonderful staff is also eager to hear your concerns and challenges. By hearing your voice, AMTA can successfully complete its mission.

By extension, consider exercising your voice by seeking a national elected office. Candidate applications for the next election cycle are available beginning January, 2001. If you are a Professional member, you can submit your application, be placed on the ballot, express your views in the candidate election bulletin, and, if elected, be a voice on the national Board of Directors. You also have the opportunity to seek elected office at the state and unit levels; consider running for your chapter Board of Directors or unit leadership.

Completing all AMTA surveys you receive in the mail or see online is another way to exercise your individual voice. Since 1994, AMTA has been using survey methods to gather information from you. Analysts then assist us in gathering statistically significant data from a cross section of members. The next time you receive a survey from AMTA, let us hear your voice. The information AMTA gathers contributes heavily to knowledge-based governance by the board. Your individual voice is translated into a collective body of information used to make decisions that service us all.

As a membership association, and as elected and appointed officers at the national, chapter and unit levels, we are dedicated to hearing your individual voice while reserving action for the collective good of the entire membership.

I send my best wishes for success and happiness in the new year.

Steven C. Olson
President, AMTA

Phoenix Convention

(Continued from page 1)

on what the massage therapy profession can expect in the future from insurance companies. The Ethics and Standards Committee held hearings on both Behavioral Guidelines and Standards of Care. The Government Relations Committee made two presentations: one for chapters that have state regulations, and one for chapters in unregulated states.

Individual presenters included: **Margo Bowman (OR)**, **Joyce Tarrier Brownell (MI)**, Bruno Chikly, **Mitchell Coven (NM)**, Bob Czimbal, Michael Reed Gach, Roger Gilchrist, **David Kent (FL)**, Karta Purkh Singh Khalsa, John Latz, **Judith Prager (MA)**, **Kay Rynerson (WA)**, **Jonathan Schreiber (CA)**, **Suzanne Scurlock-Durana (VA)**, Bruce Stark and **James Waslaski (TX)**.

The two main social events, Catch the Canyon Spirit and Global Spirit Dinner Dance, also were sold out, with several hundred attendees. In addition, visitors to the Exhibit Hall enjoyed the sounds of Native American flautist Black Horse, while enjoying some terrific Southwest cuisine.

At the closing breakfast a new slate of officers were inducted. **Steve Olson (ND)** was installed as president, while **Carolyn Talley (SC)** was declared the new president-elect. (For complete election results, see *Hands On*, November/December 2000.)

National and chapter award winners were announced during the convention, which included the people listed at right.

Thank you to all these and other volunteers who have given their time and talents to AMTA.

Ben Benjamin (right) accepts his President's Award from Maureen Moon (left).

2000 National Awards

President's Award
Ben Benjamin (MA)

Distinguished Service Award
Jeanne Girard (CO)

Humanitarian Award
Carol Kane Neilson (VT)

National Meritorious Award
Robert E. McAtee (CO)

Outstanding Government Relations Activist Award
Vlad Thomas (WI)

Outstanding Committee Chair
Cheryl Siniakin (PA)
Bylaws Committee Chair

Chapter Growth Award
North Carolina Chapter

Outstanding Newsletter
California Chapter
Bernie Austin
Lori Levinson

Outstanding National Committee
Government Relations Committee
Denise M. Logsdon (VA), chair
M.K. Knollmeyer (NC)
Beverly May (CA)
Tom Oakley (FL)
John Fred Spack (OH)
Dolly Wallace (MI)

Outstanding Sports Massage Team
Ohio Chapter
Kathy Anderson
Wendy Benter
Beverly Nusbaum
Barbara Richison
Victor Sepulveda
Jackie Wayda

2000 Chapter Meritorious Awards

Alabama Sherry C. Quillen
Arizona Judy Boyer
California Robin Stull
Colorado Robert E. McAtee
Connecticut Lee Stang
District of Columbia John W. Raley
Florida Mark A. Wilson
Georgia Dana Whitfield
Idaho Bonnie Getman
Illinois Suzanne Gibson
Indiana Mary Beth Braun
Iowa Linda Reicks
Kansas Dean Franzen
Louisiana Leslie Deshotels
Maine Mary A. Craven
Maryland Justin X. Frank
Massachusetts Elizabeth Anderson
Michigan Margaret Szedenits
Minnesota Theresa Brummer
Mississippi Tijuana Martin
Missouri Jennifer Johnson
Montana Diann Hanson
Nebraska Barbara J. Dennis
Nevada Rachel Marcus
New Hampshire Michelle Desjardins-Lewis
New Jersey Kathleen Robey
New Mexico Arthur Delgado
New York Mary Wright-Bade
North Carolina David Baker
North Dakota Steve Olson
Ohio Diane Sater
Oregon Ted Adams
Pennsylvania J. Joy Gottus
Rhode Island Sharon Alfonso
South Carolina Kathleen M. Fuller
South Dakota Brenda Lanz
Texas Stacey Lemire
Utah Debby Adams
Vermont Kathleen L. Fleury
Virginia Ann C. Fowlkes
Washington Barbara Grigsby
West Virginia Kim Bingaman
Wisconsin Kay Peterson
Wyoming Nan Koehler

Call For National Board Candidates

The AMTA Mission: *The mission of the American Massage Therapy Association is to develop and advance the art, science and practice of massage therapy in a caring, professional, and ethical manner in order to promote the health and welfare of humanity.*

We know that each of us holds a special understanding of the value of massage to our society. We carry a deep sense of commitment to the massage therapy profession. But did you know that such heartfelt dedication can be expressed beyond your massage practice?

AMTA encourages members to express their dedication to the massage therapy profession through service on its Board of Directors. Too often, people don't feel qualified to serve on a national board; however, many respected leaders from the past were in your same position. It's through volunteering for a position that you grow into it!

Let your commitment to massage be expressed through volunteerism. Request a candidate application packet in writing from:

AMTA 2001 Commission on Nominations
820 Davis St., Suite 100
Evanston, IL 60201-4444
Fax: 847-864-1178

Or, E-mail Mark Tyle at: *mtyle@amtamassage.org*.

The National Office must receive your completed application by 5 p.m. Central time on March 15, 2001. Offices open for election are president-elect, vice president (two positions) and member-at-large (four positions).

For more information about the responsibilities of each position, please contact **Adela T. Basayne (OR)**, chair of the Commission on Nominations, at: 503-288-7973 or *adelabasayne@email.msn.com*; or **Scott P. Lamp (FL)**, 2001 Commissioner of Elections, at: 352-331-6065 or *scottlmp@aol.com*.

Foundation News

New AMTA Foundation Board Representatives

The AMTA Foundation is pleased to announce that AMTA Immediate Past President **Maureen Moon (CO)** and AMTA Member-at-Large **Randa Cherry (IA)** have been appointed to serve as AMTA Board of Directors representatives on the Foundation's Board of Trustees for one year. Moon served as a trustee last year, and Cherry will serve as a first-time trustee.

Your Support Is Needed

Please help the AMTA Foundation continue to make a difference in the lives of others by supporting its efforts with a contribution to the 2001 Annual Giving Campaign (AGC). Each AMTA Professional member was sent an AGC 2001 reply card along with a copy of our new brochure in early November. Members are encouraged to consider making a donation. Every gift directly supports research, community outreach and scholarship granting programs, which help the foundation touch so many people. Thank you to those who have donated already.

AMTA Foundation Grant Application Deadlines

The AMTA Foundation announces its deadlines for grant applications, which are:

- **Research applications** ***March 1 (no change)***
- **Community Outreach applications** ***April 1***
- **Scholarship applications** ***May 1***

For grant questions or to receive an application, please call the Foundation at: 847-869-5019, ext. 167, or download the applications at: **www.amtamassage.org/foundation/applications.htm**.

HOD Announces New Committee Members

The newly elected House of Delegates (HOD) Operations Committee members are Shirley Cooper (CT), Joe Ferguson (NY), Dan Higgins (NE) and Robyn Wilson (FL).

At its meeting during AMTA's convention, the HOD also established a majority vote based on the new voting system, adopted permanent Rules of Procedure for the House meetings, and brainstormed on the delegate election and information process in the chapters.

Members are encouraged to contact the chapter delegates if they have further questions about last year's meeting. Also, recommendations for the 2001 HOD meeting are due in the National Office by 5 p.m. Central time on March 1, 2001.

Membership Registry

(Continued from page 1)

members to locate and network with one another. This benefit has a significant advantage over the *Membership Registry* because it is constantly updated and can be used by prospective clients.

"We're excited about … its success," says AMTA President Steve Olson. "We see it as a tremendous new resource for our members, and for the general public."

Professional Active members who use the locator service will be able to quickly find and network with other enrolled Professional Active members at: www.amtamassage.org/findamassage/locator.htm, or by calling: 888-THE-AMTA (843-2682). Also, members can refer clients to the Web site or toll-free number if they need to find a Professional member in another location.

The handy guide shown above right will help you access up-to-date information that was in the *Registry*. **Remember, to enter the Members Only section of AMTA's Web site, enter the member user name: friction and password: biceps.**

If you used the *Registry* for:	Now you can go to:
Client referrals	www.amtamassage.org/findamassage/locator.htm, or call 888-THE-AMTA (888-843-2682)
AMTA's mission and goals	www.amtamassage.org/aboutmissiongoals.htm, or call 847-864-0123
AMTA's Code of Ethics	www.amtamassage.org/about/codeofethics.htm, or call 847-864-0123
Council of Schools member list	www.amtamassage.org/schools/list2.htm, or call 847-864-0123
Commission on Massage Therapy Accreditation (COMTA) school list	www.comta.org/trainprog.htm, or call 847-864-0123
National volunteer contact information	www.amtamassage.org/members/governance.htm, or call 847-864-0123
Chapter volunteer contact information	www.amtamassage.org/members/profiles/chptpp-index.html, or call Chapter Relations at 847-864-0123
AMTA's Bylaws	www.amtamassage.org/about/bylaws.htm, or call 847-864-0123

Make sure you are listed in AMTA's *Find A Massage Therapist*℠ national locator service:

Current AMTA Membership Status:	Action Required:
Professional Active LISTED in service	Just keep your information up-to-date by going to www.amtamassage.org/members/profupdate.html.
Professional Active NOT LISTED in service	Enroll by filling out the form in this issue of *Hands On*, visit www.amtamassage.org/members/enroll4.htm, or call 888-THE-AMTA.
Associate or Professional Inactive	Upgrade and enroll by calling 847-864-0123. Ask for Jeremy.

"Take Time For Massage" A Great Success

Last October's National Massage Therapy Awareness Week (NMTAW) was a terrific success. More members participated than ever before, and AMTA chapters demonstrated many creative ways to attract public attention to massage.

On the national level, AMTA released the results of its 2000 Consumer Survey of attitudes about massage, and worked with television and radio stations in major metropolitan areas to promote the week. This prompted calls from massage therapists who wanted to join AMTA because of AMTA's promotion of the profession through NMTAW.

On a chapter level, AMTA's partnership with Home Depot's Building Better Health program resulted in chapter-coordinated onsite events throughout the country. Chapters in at least five states had their governors issue proclamations for the week. In addition, dozens of members called the National Office to discuss a wide range of NMTAW events they developed on their own.

Each year NMTAW achieves greater awareness of the massage profession, and AMTA looks forward to more success this year.

Moving Forward

The AMTA Board of Directors took the following actions at their meeting in Phoenix, Arizona, last September.

Planning Cycle

The board adopted a planning cycle that will allow it to tie the budgeting process directly to the prioritized Strategic Plan. This planning cycle involves input from the national leadership and staff. In addition, it allows the association to set its budget in relation to the priorities of the Strategic Plan, which are determined by the board through member survey data.

Special Committee

The special committee to further investigate corporate sponsorship/cause event marketing for AMTA was thanked and dismissed as they completed their charge.

Strategic Planning

Based on member survey results, the board set the priorities that will guide the work of the association in fiscal year 2002-2003, in accordance with the newly adopted planning cycle. The priorities are as follows:

Communications

- Develop appropriate messages about massage and massage therapy, and select vehicles of delivery for those messages to each targeted audience, e.g., the public, health-care providers, health-care associations, third-party payers, media, and the wellness community, etc.
- Disseminate information and evidence about the value and effectiveness of massage for health and well-being.
- Proactively represent massage and massage therapy.

Law and Legislation

- Work proactively to create a favorable regulatory climate for massage therapy.
- Support legislative activity that is based on high standards.

Research

- Promote the value and effectiveness of massage as revealed by research.

The priorities will be set each year at the fall board meeting and are a result of the ongoing work of the Strategic Planning Committee.

Hands On

Member survey input has indicated that *Hands On* should be modified from its current format. In response, the board has approved the redesign of the newsletter.

Bylaws

Holding the office of president of the AMTA Council of Schools is one way to qualify for the office of president-elect. Candidates must also have maintained professional membership in the three years prior to their candidacy.

Brochure In Spanish

The board voted to produce the AMTA brochure *Finding a Qualified Massage Therapist* in Spanish. The publication will be available in limited supply, and will assist outreach to more diverse communities in communicating the benefits of massage therapy.

Board Approves New Committee

The AMTA Board of Directors approved a new Healthcare Integration Committee to concentrate on the trend toward integrating complementary and alternative medicine with mainstream allopathic health care. The committee's role is to help members understand the issues regarding third-party reimbursement for massage provided by massage therapists, and provide members with information so they can decide how to deal with it in their practices.

Members have indicated in surveys that they are either strongly against or very interested in being involved with the current health-care delivery system and insurance coverage. The committee would like to know your views, questions and concerns about how these issues are affecting your practice, what you are hoping the future will bring, and what AMTA can do for you. Write to the committee at the following address:

***Scott P. Lamp (FL)**, Chair*
AMTA Healthcare
Integration Committee
227 SW 80th Drive
Gainesville, FL 32607

Or via E-mail at:
scottlmp@aol.com.

Calendar

Regional & National Events

2001

January 17–20
AMTA Council of Schools Leadership Conference and Annual Meeting
Huatulco, Mexico
Contact: 847-864-0123, ext. 150

February 2–4
AMTA Board of Directors Meeting
Chicago, Illinois

March 29–April 1
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

May 25–26
AMTA Board of Directors Meeting
Anchorage, Alaska

June 15–17
AMTA National Learning Center
Carlisle, Pennsylvania
Contact: 847-864-0123, ext. 143

August 10–12
AMTA Council of Schools Teachers Conference
Vancouver, Canada
Contact: 847-864-0123, ext. 150

August 10–12
AMTA National Learning Center
St. Louis, Missouri
Contact: 847-864-0123, ext. 143

October 14–16
AMTA Board of Directors Meeting
Quebec, Canada

October 17–21
AMTA Annual Convention
Quebec, Canada
Contact: 847-864-0123, ext. 143

October 21–27
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

MERT Update

Representatives from more than 30 AMTA chapters attended a training session held by the Massage Emergency Response Team (MERT) Committee during AMTA's National Convention in Phoenix. Many chapters are now recruiting volunteers.

If you are interested in volunteering, contact your chapter for details. For further information about MERT, contact Andrea Brady at: 847-864-0123, ext. 156, or via E-mail at: abrady@amtamassage.org.

Education Events

Speaker's Tour

We're on the road again for the 2001 Speaker's Tour, where instructor Tracy Walton will be presenting the latest information on cancer and massage. The Speaker's Tour will stop in the following states:

- **Illinois**–March 10
  Hyatt Regency, Oak Brook
- **Colorado**–April 21
  Adam's Mark, Grand Junction
- **Nebraska**–June 2
  Clarion Carlisle, Omaha

National Learning Center

Participate in AMTA's National Learning Centers for information-rich classes loaded with practical ideas to use in your practice. Session topics include Aston-Patterning, dissection, ethics, NMT, shiatsu and sports massage. Participants may earn up to 16 CEUs. The locations/dates are:

- **Pennsylvania**–June 15-16
  Carlisle
- **Missouri**–August 10-12
  St. Louis

Mind, Body, Spirit Retreat

If you would like to learn more about the retreat, write to:

AMTA Mind, Body, Spirit Retreat
820 Davis St., Suite 100
Evanston, IL 60201-4444

Or E-mail us at:
info@amtamassage.org.

AMTA Hands On
820 Davis St., Suite 100
Evanston, IL 60201-4444

Printed on recycled paper